

BC Parks Social Media

Purpose Statement, Moderation Policy, Hours of Operation & Collection Notice

BC Parks' Purpose for Social Media

BC Parks aims to inspire and support residents and visitors of the place we now call British Columbia to connect with, conserve, and responsibly recreate within our shared parks and protected areas. We do that through five types of content that we share on our communication channels:

- **Educate:** offering learning and responsible recreation messages with the public and connecting with families, teachers and students;
- **Celebrate:** highlighting times of significance (e.g. World Ranger Day, Indigenous History Month, etc.) and sharing related, compelling stories tied to parks;
- **Engage:** seeking input or feedback on programs or decisions, involving people in the work we do, sharing new ideas and working to continuously earn public trust;
- **Inform:** providing information about parks, projects, key dates and other information that impacts visitors, in a timely and engaging manner; and
- **Entertain:** sharing lighthearted, humorous, and fun content to make sure we're all having fun at the end of the day.

Social Media Moderation Policy

BC Parks uses a variety of communication channels to effectively engage with our communities, enhance education and visitors' experience of parks, and to fulfill our commitment to excellent service.

In service of these outcomes, we encourage you to participate with your comments and ideas as part of our collective discussion on social media (Facebook, Instagram and BC Parks' blog). We are inspired by an active exchange of information and ideas on those platforms; however we expect conversations to follow the conventions of polite discourse and to be respectful to our staff.

We will make every effort to engage and respond to all good faith questions and comments; however, the small size and multiple commitments of our communication team means that, even with our best efforts, we may not be able to reply to every post. In this regard, and to be fair to others also seeking a response, we will direct questions and feedback to the best channel for effective response, which may not be social media.

In respect of comment moderation and responses, the BC Parks communication team will always behave with kindness, politeness and honesty – we hope for, and expect, the same from our commentators. We will not tolerate comments that are offensive (to an individual or organization) or are harassing in their approach. We also reserve the right to edit our posts for clarification or remove comments that abuse the following conditions:

- contain abusive, obscene, indecent or offensive language;
- include disrespectful, defamatory, abusive, harassing or hateful remarks;
- make unproven or unsupported accusations against individuals or organizations;
- constitute spam, promote services or products (are advertising in their approach);
- invade anyone's privacy or impersonates anyone;
- are far off-topic or deviate from the flow of polite debate and discussion;
- are posted without the necessary rights, licenses and consents;

- encourage conduct that may or would constitute a criminal offence or give rise to civil liability, or that otherwise violates any local, provincial, national or international law or regulation anywhere in the world;
- contain long embedded URLs;
- contain excessive links or contain code;
- identify any publicly elected representative or candidate regardless of their political affiliation, whether those comments are supportive or critical; and/or
- are contrary to the principles of the Canadian Charter of Rights and Freedoms.

Users who repeatedly and/or purposefully post comments that violate the above policies in any way may be prevented from accessing BC Parks' social media channels at the discretion of the BC Parks communication team.

As participants on Instagram and Facebook, as well as the BC Parks blog, we also adhere to their published policies.

Hours of Operation

BC Parks' social media channels are actively moderated Monday to Friday, 9 am- 5 pm PT. For questions about specific parks, policies, or the BC Parks reservation service, you can write to us at ParkInfo@gov.bc.ca which is also monitored Monday to Friday, 9 am- 5 pm PT. For urgent requests or requests afterhours, our call centre is available 7am-7pm PT seven days a week at 1-800-689-9025 (Canada/US toll free) or 1-519-858-6161 (International).

Media Collection Notice

The personal information you post may be collected by the Government of British Columbia under s. 26(c) of the *Freedom of Information and Protection of Privacy Act* for the purposes of engaging and consulting with the public. Please be aware that any information collected may be stored and/or accessed outside of Canada on servers not belonging to the government.

To protect your own privacy and the privacy of others, please do not include any personal information including phone numbers and email addresses in the body of your comment. Please do not share personal information about others, including pictures.

If you have any questions about the collection of your personal information, please contact:

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